



www.thebostonchannel.com

**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

Billing Address:

**Target Enterprises**  
**Attention: cindie crane**  
**15260 Ventura Blvd.**  
**Ste 1240**  
**Sherman Oaks, CA 91403-5347**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

## DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
933927-1	10/07/12	October 2012	10/01/12 - 10/07/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Live Free PAC	NH TAR Nov12 Proj.10/1-1	

Flight Dates	Order #	Alt Order #
10/01/12 - 10/07/12	933927	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/01/12	10/07/12	5a Eyeopener	5-6a	MTWTF--	:30	4	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 4 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/02/12 5:57 AM 5a Eyeopener 5-6a :30 DMLFPAC1201H \$1,100.00 NM									
2 WCVB W 10/03/12 5:23 AM 5a Eyeopener 5-6a :30 DMLFPAC1201H \$1,100.00 NM									
3 WCVB Th 10/04/12 5:24 AM 5a Eyeopener 5-6a :30 DMLFPAC1201H \$1,100.00 NM									
4 WCVB F 10/05/12 5:44 AM 5a Eyeopener 5-6a :30 DMLFPAC1201H \$1,100.00 NM									
2	10/01/12	10/07/12	REGIS AND KELLY DAY 9A-10A		MTWTF--	:30	5	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 5 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB M 10/01/12 9:31 AM REGIS AND KELLY DAY 9A-10A :30 DMLFPAC1201H \$800.00 NM									
1 WCVB Tu 10/02/12 9:32 AM REGIS AND KELLY DAY 9A-10A :30 DMLFPAC1201H \$800.00 NM									
5 WCVB W 10/03/12 9:55 AM REGIS AND KELLY DAY 9A-10A :30 DMLFPAC1201H \$800.00 NM									
2 WCVB Th 10/04/12 9:28 AM REGIS AND KELLY DAY 9A-10A :30 DMLFPAC1201H \$800.00 NM									
4 WCVB F 10/05/12 9:27 AM REGIS AND KELLY DAY 9A-10A :30 DMLFPAC1201H \$800.00 NM									
3	10/01/12	10/07/12	STEVE HARVEY DAY 10-11a		MTWTF--	:30	5	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 5 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB M 10/01/12 10:45 AM STEVE HARVEY DAY 10-11a :30 DMLFPAC1201H \$750.00 NM									
5 WCVB Tu 10/02/12 10:30 AM STEVE HARVEY DAY 10-11a :30 DMLFPAC1201H \$750.00 NM									
2 WCVB W 10/03/12 10:55 AM STEVE HARVEY DAY 10-11a :30 DMLFPAC1201H \$750.00 NM									
4 WCVB Th 10/04/12 10:38 AM STEVE HARVEY DAY 10-11a :30 DMLFPAC1201H \$750.00 NM									
3 WCVB F 10/05/12 10:37 AM STEVE HARVEY DAY 10-11a :30 DMLFPAC1201H \$750.00 NM									
4	10/01/12	10/07/12	KATIE COURIC DAY 3-4p		MTWTF--	:30	5	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 MTWTF-- 5 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WCVB M 10/01/12 3:31 PM KATIE COURIC DAY 3-4p :30 DMLFPAC1201H \$900.00 NM									
2 WCVB Tu 10/02/12 3:25 PM KATIE COURIC DAY 3-4p :30 DMLFPAC1201H \$900.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

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<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/01/12</td><td>10/07/12</td><td>MTWTF--</td><td>10</td><td>\$3,500.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>6</td><td>WCVB</td><td>M</td><td>10/01/12</td><td>5:23 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>1</td><td>WCVB</td><td>M</td><td>10/01/12</td><td>5:39 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>7</td><td>WCVB</td><td>Tu</td><td>10/02/12</td><td>5:27 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>Tu</td><td>10/02/12</td><td>5:54 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>3</td><td>WCVB</td><td>W</td><td>10/03/12</td><td>5:28 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>8</td><td>WCVB</td><td>W</td><td>10/03/12</td><td>5:45 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>4</td><td>WCVB</td><td>Th</td><td>10/04/12</td><td>5:24 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>10</td><td>WCVB</td><td>Th</td><td>10/04/12</td><td>5:55 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>5</td><td>WCVB</td><td>F</td><td>10/05/12</td><td>5:38 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr><tr><td>9</td><td>WCVB</td><td>F</td><td>10/05/12</td><td>5:55 PM</td><td>Newscenter 5 at 5</td><td>5-6p</td><td>:30</td><td>DMLFPAC1201H</td><td>\$3,500.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/01/12	10/07/12	MTWTF--	10	\$3,500.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	6	WCVB	M	10/01/12	5:23 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	1	WCVB	M	10/01/12	5:39 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	7	WCVB	Tu	10/02/12	5:27 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	2	WCVB	Tu	10/02/12	5:54 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	3	WCVB	W	10/03/12	5:28 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	8	WCVB	W	10/03/12	5:45 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	4	WCVB	Th	10/04/12	5:24 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	10	WCVB	Th	10/04/12	5:55 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	5	WCVB	F	10/05/12	5:38 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM	9	WCVB	F	10/05/12	5:55 PM	Newscenter 5 at 5	5-6p	:30	DMLFPAC1201H	\$3,500.00	NM
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# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
933927-1	10/07/12	October 2012	10/01/12 - 10/07/12
Advertiser	Product	Estimate Number	
Live Free PAC	NH TAR Nov12 Proj.10/1-1		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/01/12	10/07/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	3	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----SS 3 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Sa 10/06/12 5:28 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 DMLFPAC1201H \$400.00 NM									
1 WCVB Sa 10/06/12 5:59 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 DMLFPAC1201H \$400.00 NM									
2 WCVB Su 10/07/12 5:11 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 DMLFPAC1201H \$400.00 NM									
10	10/01/12	10/07/12	6a Weekend Eyeopener	558-7a	-----SS	:30	4	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----SS 4 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 10/06/12 6:21 AM 6a Weekend Eyeopener 558-7a :30 DMLFPAC1201H \$1,500.00 NM									
4 WCVB Sa 10/06/12 6:58 AM 6a Weekend Eyeopener 558-7a :30 DMLFPAC1201H \$1,500.00 NM									
3 WCVB Su 10/07/12 6:29 AM 6a Weekend Eyeopener 558-7a :30 DMLFPAC1201H \$1,500.00 NM									
2 WCVB Su 10/07/12 6:40 AM 6a Weekend Eyeopener 558-7a :30 DMLFPAC1201H \$1,500.00 NM									
11	10/01/12	10/07/12	ABC College Football	328-7p	-----S-	:30	4	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 4 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WCVB Sa 10/06/12 3:29 PM ABC College Football 328-7p :30 DMLFPAC1201H \$2,500.00 NM									
3 WCVB Sa 10/06/12 5:29 PM ABC College Football 328-7p :30 DMLFPAC1201H \$2,500.00 NM									
2 WCVB Sa 10/06/12 6:07 PM ABC College Football 328-7p :30 DMLFPAC1201H \$2,500.00 NM									
1 WCVB Sa 10/06/12 6:59 PM ABC College Football 328-7p :30 DMLFPAC1201H \$2,500.00 NM									
12	10/01/12	10/07/12	6p News Weekend	6-630p	-----S	:30	1	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Su 10/07/12 6:25 PM 6p News Weekend 6-630p :30 DMLFPAC1201H \$3,500.00 NM									
13	10/01/12	10/07/12	Sportscenter 5 OT	1135p-12m	-----S	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 11:57 PM Sportscenter 5 OT 1135p-12m :30 DMLFPAC1201H \$1,500.00 NM									
14	10/01/12	10/07/12	CASTLE SUN LF	12A-1A	-----S	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Su 10/07/12 12:19 AM CASTLE SUN LF 12A-1A :30 DMLFPAC1201H \$750.00 NM									
1 WCVB Su 10/07/12 12:46 AM CASTLE SUN LF 12A-1A :30 DMLFPAC1201H \$750.00 NM									
15	10/01/12	10/07/12	PRIVATE PRACTICE WK1A-2A		-----S	:30	2	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 2 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 10/07/12 1:28 AM PRIVATE PRACTICE WKNDLF 2 1A-2A :30 DMLFPAC1201H \$450.00 NM									
2 WCVB Su 10/07/12 1:44 AM PRIVATE PRACTICE WKNDLF 2 1A-2A :30 DMLFPAC1201H \$450.00 NM									

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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
933927-1	10/07/12	October 2012	10/01/12 - 10/07/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Live Free PAC	NH TAR Nov12 Proj.10/1-1		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<u>Total Spots</u>							<b>60</b>		

**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$97,850.00</b>
<u>Agency Commission</u>	<b>\$14,677.50</b>
<u>Net Amount Due</u>	<b>\$83,172.50</b>